

Ornico INSIGHTS

Ornico's advisory on news hogs, award winning ads and PAMRO.

November 2010, Issue 2



Pigspotter hogs SA media attention

Love him or hate him, Pigspotter continues to capture media attention garnering well over half a million rand worth of editorial news coverage in just one week according to Ornico media analysis.

Can you even remember a time when Pigspotter wasn't news? The much debated traffic tweeter exploded into South Africa's national consciousness after hitting the news headlines mid September. The Gauteng based @pigspotter garnered R615,918 worth of editorial media coverage in only a week according to our monitoring. The period Ornico tracked was 15 to 21 September 2010.

"Media coverage on this Twitter phenomenon pretty much began mid September after 702 Talk Radio 'trafficologist' Aki Anastasiou wrote a column about @pigspotter in The Star," says Oresti Patricios, CEO of Ornico. "The issue was covered incredibly well on radio and in the daily and weekly press with coverage on the likes of 702, Kaya FM, EyeWitnessNews as well as influential news brands like Business Day, City Press, Mail & Guardian, The Daily Maverick and TimesLIVE. The news item even garnered international coverage on the likes of BBC."

Patricios said 132 news articles or news items appeared featuring @PigSpotter the anonymous traffic Tweeter who alerts Gauteng drivers where Metro police are stationed and where speed traps and roadblocks are located on heavily trafficked roads. "The surge of interest after the news broke was significant, and the consumer reaction even more so. PigSpotter has even spawned a fan account on the micro-blog called @pigspotterweb, a PigSpotter fan page at www.pigspotter.co.za as well as Twitter accounts for spotting traffic police in the Cape and KwaZulu-Natal. The interest and conversation on Twitter and social media was massive."

The 132 mentions equaling R615,918 worth of editorial media coverage for the week from 15 to 21 September 2010 excludes DJ banter on radio which would have influenced the figures heavily. The news value was deduced using SARAD rates. Ornico analysed the media coverage and reports that of the 132 articles or broadcast items 81 were objective or unbiased, 23 were positive and 28 were negative. "The most mentions were by TimesLIVE which had 12 articles on the subject, then EyeWitness News which ran 9 separate stories, followed by IOL which covered the subject 8 times."

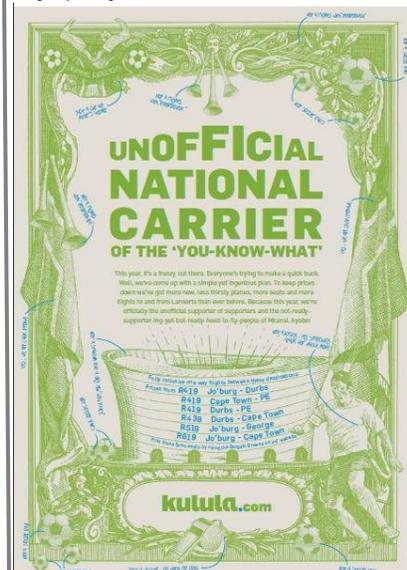
What we can learn from the Pigspotter phenomenon is what makes news. Pigspotter became big news because traffic and policing is an issue that affects all South Africans, and because of the emotional issues related to traffic policing. The state of the local roads, speeding, drunk driving and policing touch very sensitive social, economic and legal nerves. This is because Africa has the highest incidences of road traffic deaths in the world, and South Africa is in the top 25 countries in the world that have the highest road fatalities per population count according to the World Health Organisation.

The bottom line? If you want to make news you need to be part of an issue that affects the broader community, which is highly charged, and which is the subject of popular debate.

WORLD CUP ADS THAT LINGER...

The 2010 FIFA World Cup saw a massive increase in ad spend in SA, causing a boom for the marketing industry. But now that the fever is over, which ads linger in our memories?

Kulula's 'non-sponsor' ad was a spectacular win for the airline and agency King James. At a time when the airline industry was being pilloried for being greedy 'fat cats', Kulula and King James turned that sentiment around to garner incredible coverage and public sympathy.



The ad positioned Kulula against FIFA who had earned a reputation as a bully boy for intimidating local businesses and brands with ridiculous demands. The Kulula advert sparked a series of salvos between the airline and FIFA which cleverly positioned Kulula as the smart, funny, plucky underdog that was taking on the big, greedy, oversized bully. The series of adverts captured a fair share of media attention, garnering some R6 million of positive media coverage.





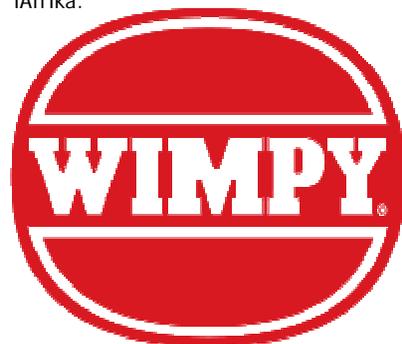
Ornico INSIGHTS/...2

"As the economic recession continues, with talk of a double-dip for the United State, emerging economies are finding renewed favour from both investors and brands looking for growth, and Africa is no exception." - Oresti Patricios reports from the 2010 PAMRO Conference.

WORLD CUP ADS THAT LINGER (2)



Mini enjoyed first mover advantage by being one of the first campaigns to break in the lead up to the SWC. Mini's "6 colours to stand by" managed by above the line agency Black River FC and Gloo Digital Design was a collaborative, crowd sourced campaign that intelligently positioned the cheeky car brand as one of the first marketers to get South Africa behind the World Cup. The campaign included a dedicated site at www.6colours.co.za where people could win one of six Minis; get mirror caps bearing the SA flag; contribute photos of themselves bedecked as footie fans; together with an infectious version of Nkosi Sikelel' iAfrika.



Wimpy stole the show with humour and by remixing a local song that's become a SA legend. The song is Juluka's "Impi" which was originally banned on local radio but more recently has been used at local sporting events to marshal a war cry against international teams. The Wimpy ad featured suburban men in the streets in the early hours clad in a hilarious assortment of nightwear singing a revised version of "Impi" brandishing feather dusters and toilet brushes. The funny and familiar commercial embraced local culture in a way that was inclusive, inspired and because of that it warmed our hearts.

Research conference highlights mobile, Africa's marvel

The potential of Africa was an over riding sentiment that studded all the presentations at the 2010 Pan African Media Research Organisation (PAMRO) and All Africa Media Research Conference held in Botswana that drew delegates from across the continent. Speakers at the conference came from Angola, Botswana, Ghana, Kenya, Nigeria and South Africa and included thought leaders from AGBNielsen, SES ASTRA the European satellite company invested in TopTV, Yahoo Africa, InterMedia UK, TNS Media Research, Nepad, Synovate as well as telecommunications companies and leading regional research houses.

Standard Bank's Janet Proudfoot, the Senior Manager of the group's Media Strategy for South Africa focussed on pioneering mobile payment solutions that are showcasing African mobile technology solutions to the world. Mobile payment systems like M-PESA have had huge uptake, particularly in regions like Kenya where access to credit is limited. Proudfoot noted that Africa is becoming a less risky region for investment after the global economic crisis, adding that the rate of return on foreign direct investment is higher in Africa than many other developing regions. One of the fastest growing regions in the world since 2008, Proudfoot says Africa is achieving an average growth of 5.6% per annum. Globally, she says growth is set at some 4%. Five countries account for 60% of Africa's GDP, according to Proudfoot and these are Algeria, Egypt, Morocco, Nigeria and South Africa.

Josiah Kimanzi of Research & Marketing Services (RMS) Nigeria looked at the online habits of Nigerians. Kimanzi highlighted the fragmentation of the media in Africa, saying that social networks and the rise of mobile had delivered more touch points than ever before, with the effect of decreasing client control as people gravitated to consumer generated media. The big issue for research and understanding consumer behaviour online was the need for tracking the complex and varied environment with multiple devices and touch points. Kimanzi says that the challenge going forward was to measure the brand experience in a more holistic and unified manner. Focusing on Nigeria Kimanzi says 43.9 million Nigerians have access to the internet, which is staggering given that the figure falls just four million short of the entire South African population. This makes Nigeria the country with the largest internet population in Africa, dwarfing the likes of South Africa, Egypt, Morocco and Kenya combined.

James Edwards, Commercial Director for Yahoo Africa says that there are 100 million internet users in Africa, and that the continent had 11% percent penetration which had grown by 2400% in the last ten years. Edwards says the internet in Africa had grown six times faster than anywhere else in the world, despite the fact that there is only 25% electricity penetration in the continent. He added that about 400 million Africans use mobile phones which he says represents some 45% of the continent's population. Edwards maintained that there was huge growth in the telecommunications and internet markets in Africa, and a demographic analysis showed some interesting results. Connectivity in Africa is predominantly masculine, and according to Yahoo Africa 70% of males are connected to the internet. 55% of these users are between the ages of 25 and 40 years, 24% have a credit card, and 90% connect to the internet at least once a week.

Want brand and reputation intelligence that will give you the know how you need to grow? Speak to Ornico today about our range of advertising and media monitoring, analysis and intelligence services.

Ornico - Know how. To grow. www.ornico.co.za

Oresti Patricios
Email: oresti@ornicogroup.co.za
Tel: +27 11 884-5041

THE SMALL PRINT: If you cannot read this email please go to (insert link) where you will be able to read the email easily online. You are receiving this email because you are an Ornico client or because you have signed up to receive our advisories, research and newsletters. If you would like to unsubscribe please email newsletters@ornico.co.za or click through to (insert link).